

## **CHAPTER III**

### **GOALS AND OBJECTIVES**

The purpose of this chapter is to outline the goals and objectives adopted by the Memphis MPO to guide long-range transportation planning in the area. Also, this chapter demonstrates the incorporation of the TEA-21 planning factors in the development of the plan's goals and objectives. Following each goal and objective is an assessment of how the Memphis MPO has taken measures to meet the goals and objectives as well as strategies for addressing the goals and objectives in the future.

#### **A. TEA-21 Planning Factors**

TEA-21 consolidated the previous sixteen planning factors of ISTEA into seven broad areas that must be considered in the transportation planning process. They are:

- 1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.**
- 2. Increase the safety and security of the transportation system for motorized and non-motorized users.**
- 3. Increase the accessibility and mobility options for people and freight.**
- 4. Protect and enhance the environment, promote energy conservation, and improve quality of life.**
- 5. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.**
- 6. Promote efficient system management and operation.**
- 7. Emphasize the preservation of the existing transportation system.**

#### **B. Goals and Objectives**

These planning factors guide transportation planning in the Memphis MPO area and as such are reflected in the following goals and objectives. To ensure the MPO addressed each planning factor, the goals and objectives matrix which follows includes a column that shows the connection between a specific planning factor and a MPO goal or objective.

L RTP GOAL	OBJECTIVE	TEA-21 PLANNING FACTOR	ACCOMPLISHMENT SINCE 2023 LRTP ADOPTION
1. Increase accessibility and mobility for people using the MPO's regional transportation network.	Market and promote the Memphis Area Rideshare and Van Lease Program in employment centers, to traffic management associations and in identified congestion corridors.	1,3,4,5,6,7	Membership and van leasing in the Memphis Area Rideshare and the Van Lease Program have increased annually since the last LRTP adoption.
	Continue to explore the use of existing rail lines for transit service.	1,7	MATA continually monitors availability of railroad rights-of way.
	Improve transit services to meet additional needs and demands.	1,3,5	MATA had increased hours of service by 10% since the last LRTP adoption.
	Promote the use of employer subsidized transit passes.	1,3,5	MATA continues to market transit passes to local employers.
	Continue to support efforts to secure a permanent and sustainable source of local funding for mass transit.	1,3,5	MATA has had formal/informal discussions at state and local levels to secure permanent funding.
	Increase the inventory of demand responsive types of transit to better serve the elderly and disabled.	1,3,4	MATA has increased its demand response fleet by 48% (From 46 to 68 buses) since the last LRTP adoption.
2. Continue to ensure that the MPO enforces and promotes adherence to Title VI and the President's Executive Order on Environmental Justice.	Present opportunities for public participation in the planning process without regard to race, color or national origin.	3	The MPO publishes public notices for meetings in the <i>Commercial Appeal</i> , <i>DeSoto Times</i> and the <i>Tri-State Defender</i> . In Fall, 2003 the MPO began to publish notices in the <i>LaPrensa Latina</i> to reach the growing Latino and Hispanic communities as well.
	Continue to collect and analyze socio-economic data for the Memphis MPO region in an effort to make more informed decisions regarding transportation and its potential effects on all area citizens.	3	This MPO provides several avenues for minority participation in the planning process including the solicitation of comments at public meetings, the DPD/MPO website and involvement in the Citizen's Advisory Committee.
	Consider the impacts of transportation projects on all communities potentially affected by such projects.	3	The MPO worked with the City of Memphis in developing nine computer kiosks that provide citizens access to city government services (the information is also available in Spanish).
	Continue to take the necessary corrective action to prevent discrimination in the planning process based on race, color or national origin.	3	The MPO contacts the Center for Neighborhoods during the LRTP, TIP, UPWP, and CMS processes to identify minority neighborhoods that may be affected by transportation related decisions. The Center for Neighborhoods is also a member of the MPO's Citizen's Advisory Committee.

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			The MPO hosted the second annual Title VI Conference in July 2003 to educate the public and local agencies that receive federal funding on regulation and compliance issues.
3. Promote efficient land use and development patterns to ensure safety, economic vitality, and to meet existing and future transportation needs.	Promote the concentration of future employment and other activity centers along existing and planned major travel corridors.	1,7	The MPO worked with DPD's Economic Development Office to evaluate road construction schedules for potential development projects, particularly in Millington with the reuse of the naval base and in North Memphis.
	Continue to improve coordination and cooperation between engineering, planning and enforcement agencies involved in transportation activities.	2,7	
	Promote infill development that reuses existing resources such as buildings, utilities and roads.	1,7	The Light Rail has been extended from Downtown Memphis to the Medical Center.
	Continue to modernize rail signals to lessen rail-auto conflicts.	2	The City of Memphis is currently working with TDOT, several rail line companies and local jurisdictions to add gates at particular rail crossings including: the spur line north of Mullins Station, Moss Rd. south of Poplar, Beale St. and Broad Ave. west of Scott St.
	Continue to support the use of Geographic Information Systems (GIS) for transportation planning.	1-7	A variety of maps and data are available to the general public on <a href="http://www.dpdgov.com/">http://www.dpdgov.com/</a> .
	Continue to erect (where feasible) signs that limit truck traffic on small residential streets.	2	
	Support efforts to enhance safety on mass transit systems.	2	MATA has installed security cameras on 53% of its demand response fleet (36 buses), 19% of its fixed route fleet (37 buses) and has security monitoring at all passenger terminals.
4. Encourage conservation of energy resources in addition to minimizing the adverse impacts transportation has on social, economical and environmental attributes of the community.	Protect and enhance environmentally sensitive areas.	4	The MPO has adopted project selection criteria to evaluate projects based on sensitivity to environmental issues, aesthetics, and the reduction of negative community impacts.
			The MPO is currently working with TDOT and several local groups on two projects with significant environmental impacts- Shelby Farms road alternatives and Wolf River Blvd.

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	Minimize transportation noise impacts.	4	The MPO participated in the public hearing process that led to the implementation of noise barrier walls on south I-240.
	Promote the selection and use of energy efficient transportation devices.	4	The City of Memphis has begun using LED traffic lights- a technology that consumes less energy and is more durable.
5. Develop a cost effective planning process that maximizes community consensus in all aspects of transportation planning.	Support achievement of community consensus on transportation goals.	3	In 2001, the MPO adopted its <i>Citizen Participation Plan</i> , which guides how the organization informs and involves the public in planning and implementation processes.
	Continue to explore different techniques to increase citizen participation in the planning process.	3	In July 2003 DPD launched its new website wherein the public can access transportation data, plans, maps and submit comments.
6. Enhance the MPO's relationship with other regional planning entities.	Design a process to share data and other forms of information with the West Memphis MPO and other pertinent groups.	1-7	The MPO worked with the West Memphis MPO and other planning agencies on the Hwy 79 and Mississippi River Bridge Crossing Study as well as the Early Action Compact.
	Work with the West Memphis MPO and other transportation entities to ensure regional coordination on transportation and air quality planning activities.	1-7	
7. Encourage and provide adequate facilities for non-motorized transportation modes.	Work with jurisdictions and bike and pedestrian clubs in the Memphis MPO region to develop a regional bicycle and pedestrian plan.	2-7	The MPO is currently in the process of reworking its bicycle and pedestrian plan; a new plan is scheduled for adoption in Fall 2004.
	Work with MATA to increase options for bicyclists who access mass transit (bike racks, lockers, etc).	2-7	MATA has installed bike racks on 10% of its fixed route fleet (20 buses).
	Develop project selection criteria that encourage development and enhancement of bicycle and pedestrian facilities.	2-7	MATA's North End Terminal has been designated as a "Cycling Support Center" on the City of Memphis' bike routes.
8. Increase the safety and security of the transportation system for motorized and non-motorized users.	Develop right-of-way cross-sections that permit the separation of sidewalks and utilities safely from driving lanes.	2	The MPO, in conjunction with local jurisdictions, universities, and phone and utility companies, has coordinated a Utility Pole Safety Committee to develop strategies for reducing the number of injuries and fatalities associated with utility pole crashes.

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	Provide (where feasible), adequately sized bike lanes and signage to promote and protect bicyclists.	2,4	
	Encourage policies, plans, and transportation projects that eliminate unsafe designs and conditions or provide increased safety for users.	2	The MPO's Safety Committee has developed an annual Safety Program Calendar that serves as a coordinated approach in identifying and educating the public on specific safety issues such as child safety seats, school zone awareness and traffic signal compliance.
			In collaboration with TDOT, the MPO is participating in the development of ITS architecture, particularly video surveillance that will monitor traffic on bridges as well as serve as a security monitor for bridge supports.
9. Continue to develop a multi-modal transportation network that utilizes strategies for addressing congestion management and air quality issues in the Memphis MPO region.	Promote street networks that ensure minimal congestion by reducing travel delays in accordance with the guidelines in the MPO's adopted CMS Plan.	1,6	The City of Memphis and Shelby County are in the process of designing and implementing traffic control coordination systems on several roadways identified on the CMS network.
	Encourage strategies that reduce mobile source emissions in an effort to improve air quality.	4,6	The MPO has enacted access control policies for Germantown Parkway, Hwy 64, and portions of Winchester Rd.
	Continue to implement and promote strategies and policies such as access control, HOV facilities, travel demand management, mass transit and alternative transportation to improve congestion conditions.	1,4,6	TDOT has begun design for an ITS network along local interstates with an early deployment segment designated for the local Mississippi River crossings.
	Develop an up-to-date CMS Plan that is concurrent with horizon years adopted in the LRTP.	1,4,6	
10. Encourage improvements to and the expansion of freight facilities to ensure that Memphis maintains its leading role in global logistics.	Work with regional Class I railroads to ensure that the Memphis Intermodal Terminal is developed and operating by 2006.	1	In June 2003 the City of Memphis and Shelby County signed an agreement with Canadian National and CSX to develop the Memphis Super Terminal.
	Work with the Memphis and Shelby County Airport Authority and the International Port of Memphis to obtain funding for projects designated in their master plans.	1	The MPO has worked with the Memphis and Shelby County Airport Authority to secure additional funding for the Winchester Plough project.

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	Work with federal and state departments of transportation to obtain funding for the construction of I-69, I-22, I-269 and the new I-55 highway-railway bridge.	1	MPO staff participated in the third Mississippi Bridge Steering Committee and worked with TDOT and consultants on I-69. I-69 north of Memphis is now a proposed amendment to the MPO TIP.